

## **Specification**

Please amend the specification by deleting the last three paragraphs of the Background of the invention-Objects and Advantages section. Paragraphs begin with the following sentences:

“In another variation of this invention, the upper corners...

“It is also common use to ....”

“In different embodiments of this invention...”

In view of the deletion of claims to which these paragraphs refer, these paragraphs are now no longer relevant, and are therefore deleted.

## **Claims**

Cancel all claims of record and substitute new claims 13 to 16 as follows:

13. A label holding strip for displaying information labels on the front of retail shelving, comprising

- (a) a continuously extruded section of plastic material including front and back panels joined integrally along a bottom edge region of said strip and pre formed into an upwardly openable pocket for the removable reception of labels, and
- (b) at least one side edge region at an extreme longitudinal end of said front panel